

## Find a Fix

Sometimes an idea has to slap you in the face; it's the only way providence can get your undivided attention. "It was a beautiful Lake Michigan day—puffy white clouds, light breeze, not too hot," recalls 23-year-old Joanne Marlowe. "I was pretty depressed about my business, and decided to walk across the street to the beach, something I had never had time for. I laid out my towel. To pamper myself, I spent a lot of time putting on suntan oil. Just as I stretched out, a gust of wind picked up the towel and covered me in sand. I hit the roof. A friend said, 'Joanne, instead of getting angry, why don't you figure out a fix?' So instead of relaxing on the beach, I spent the day coming up with prototypes in my mind." Eight weeks later she introduced a line of weighted beach towels and sold 4.5 million dollars worth of them, out of her house, within the first year.<sup>1</sup>

*Remember, when the ice cream melts, make a malt.*

<sup>1</sup> *If It Ain't Broke, Break It*, page 157, quoted in *A Children's Leader Devotion* (Lake Forest, CA: Saddleback Church), Week 23.